

Message Text

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ACTION NEA-10

INFO OCT-01 ISO-00 EB-07 /018 W
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R 171152Z MAR 76

FM AMEMBASSY DAMASCUS

TO MR. THOMAS J. GUENDEL, PRESIDENT

J.I. CASE COMPANY

700 STATE STREET, RACINE, WISCONSIN

TELEPHONE: 414/636-6011

INFO SECSTATE WASHDC 6776

USDOC WASHDC

UNCLAS DAMASCUS 1537

USDOC FOR DIBA/OIM/MCCOWEN

E.O. 11652: N/A

TAGS: BEXP, SY

SUBJECT: DAMASCUS INTERNATIONAL FAIR

FROM AMBASSADOR RICHARD W. MURPHY

DEAR MR. GUENDEL:

IT IS MY PLEASURE TO INVITE YOUR COMPANY TO PARTICIPATE

IN THE UNITED STATES PAVILION AT THE 23RD DAMASCUS INTERNATIONAL FAIR, TO BE HELD JULY 25 TO AUGUST 20, 1976 IN DAMASCUS, SYRIA. LAST YEAR'S EXHIBITION WAS MOST SUCCESSFUL, WITH 23 AMERICAN FIRMS -- MANY OF THEM NEW TO THE RAPIDLY GROWING SYRIAN MARKET -- PARTICIPATING. OFF-FLOOR SALES TOTALED NEARLY \$4 MILLION, WITH 2,330 REPORTED SALES LEADS AND 12-MONTH EXPECTED SALES OF OVER \$18 MILLION. MORE THAN 1.7 MILLION VISITORS THROGGED THE US. PAVILION, TESTIFYING TO THE STRONG INTEREST OF THE SYRIAN GOVERNMENT AND PUBLIC IN AMERICAN GOODS AND TECHNOLOGY.

AMERICAN TRADE WITH SYRIA HAS GROWN RAPIDLY FOLLOWING THE RESTORATION OF DIPLOMATIC RELATIONS IN JUNE 1974.

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US EXPORTS TO SYRIA IN 1975 TOTALED ABOUT \$127 MILLION,

MORE THAN FOUR TIMES THE 1974 FIGURE; WE EXPECT 1976 EXPORTS TO MORE THAN DOUBLE THE IMPRESSIVE 1975 FIGURE. THE ANNOUNCED 1976 SYRIAN BUDGET OF \$4.5 BILLION INCLUDES \$2.9 BILLION FOR ECONOMIC DEVELOPMENT EXPENDITURES; SYRIA'S FOURTH FIVE-YEAR PLAN (1976-1980) CALLS FOR DEVELOPMENTAL EXPENDITURES OF \$16.4 BILLION, MOSTLY IN LARGE CAPITAL PROJECTS. THE SYRIAN GOVERNMENT HAS PUBLICLY STATED ITS STRONG DESIRE THAT AMERICAN FIRMS PLAY A MUCH LARGER ROLE IN REALIZING ITS PLANS FOR ECONOMIC DEVELOPMENT. WE HAVE REESTABLISHED AN AID PROGRAM IN SYRIA, WITH AGREEMENTS TALLING \$83 MILLION ALREADY SIGNED IN FY 1975 AND \$90 MILLION REQUESTED FROM CONGRESS IN EACH OF FY 1976 AND FY 1977, AND ITS IMPLEMENTATION WILL DIRECTLY BENEFIT US FIRMS.

THE DAMASCUS INTERNATIONAL FAIR OFFERS THE BEST SINGLE OPPORTUNITY FOR US MANUFACTURERS AND SUPPLIERS TO INTRODUCE THEIR GOODS AND SERVICES INTO SYRIA, AND AT THE SAME TIME TO THOUSANDS OF FAIR VISITORS FROM THE ARABIAN PENINSULA.

GOODS MAY BE EXHIBITED DUTY-FREE AND IMPORT LICENSES ARE GUARANTEED FOR GOODS SOLD AT THE FAIR. THE UNITED STATES DEPARTMENT OF COMMERCE HAS AGREED, AS IN 1975, TO PARTIALLY SUPPORT AMERICAN PARTICIPATION IN THE FAIR WITH FUNDS AND WITH A FULL-TIME EXHIBITION DIRECTOR, WHO WILL ARRIVE IN DAMASCUS ON MAY 1.

I LOOK FORWARD TO HEARING FROM YOU OR YOU MAY CONTACT W. BRADLEY TYRREL, CHIEF, COMMERCIAL PRESENCE FAIRS, OFFICE OF INTERNATIONAL MARKETING, DOMESTIC AND INTERNATIONAL BUSINESS ADMINISTRATION, DEPARTMENT OF COMMERCE, TEL. 202/967-4304/5, OR EXHIBITION DIRECTOR RONALD E. MCCOWEN AT THE SAME NUMBER. AFTER HEARING FROM YOU, WE WILL PROVIDE FURTHER DETAILS CONCERNING PARTICIPATION AGREEMENTS AND COSTS, CURRENTLY ESTIMATED AT 3X4 METER BOOTH RENTAL OF \$2,000 TO \$2,300 AND OUTDOOR SPACE AT \$15/SQ. METER.

WE NEED YOUR SUPPORT, NOT ONLY TO INSURE A
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SUCCESSFUL AMERICAN EXHIBITION AT THE FAIR, BUT TO CONTINUE THE RAPID DEVELOPMENT OF COMMERCIAL RELATIONS BETWEEN SYRIA AND THE UNITED STATES.

SINCERELY, /S/ RICHARD W. MURPHY, AMBASSADOR.
MURPHY

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 17 MAR 1976
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1976DAMASC01537
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D760101-0458
From: DAMASCUS
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1976/newtext/t19760353/aaaabudy.tel
Line Count: 113
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION NEA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: wolfsd
Review Comment: n/a
Review Content Flags:
Review Date: 01 JUL 2004
Review Event:
Review Exemptions: n/a
Review History: RELEASED <01 JUL 2004 by chengls>; APPROVED <01 SEP 2004 by wolfsd>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
04 MAY 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: DAMASCUS INTERNATIONAL FAIR FROM AMBASSADOR RICHARD W. MURPHY
TAGS: BEXP, SY
To: n/a
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006